



MEDIA RELEASE

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FOR IMMEDIATE RELEASE
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QUALITY OF LIFE SURVEY BEGINS JAN. 15

Medicine Hat – The City of Medicine Hat is conducting a random telephone survey of Medicine Hat residents, starting Jan. 15, 2007, as part of a project to determine what makes Medicine Hat a great place to live and work.

The telephone survey is the final phase of a Quality of Life Study undertaken by the City of Medicine Hat and conducted by Howard Research & Management Consulting Inc., an Alberta-based research and evaluation company. Developing Quality of Life Indicators was one of City Council's eight priorities for 2006.

"This is NOT a satisfaction survey," says Karen Charlton, Manager of Social Development and leader of the Quality of Life Study. "It is a leading edge effort to develop indicators that will remain measurable from year to year about what things (such as amenities, environment, etc.) contribute to the quality of life for our residents."

The scope of the project is not limited to assessing programs and services offered by the City of Medicine Hat, but rather what is offered throughout our community in the broadest sense, including aspects like health, recreation, private enterprise, or anything that residents consider important to their quality of life.

"Residents will be asked about things such as how safe they feel, what they like most about the city, and so on," says Peggy Howard, Ph.D., Howard Research & Management Consulting Inc.

The results of this study will provide a framework to measure and benchmark Medicine Hat's progress as a community from year to year and to provide information for future community planning.

Charlton adds, "We hope each resident contacted embraces the opportunity to answer the survey and provide input."

The survey begins Monday, Jan. 15 and will take approximately 10 days to complete. 1000 phone numbers will be randomly selected to participate in the survey.

The survey takes approximately 20 minutes.

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